

# Tele-Visions

BY THORTON KANE

HOW COME? Why don't we see anything new and different on TV? As a disgruntled viewer who has asked that question about twice a week for the past five or six years, we were forced to accept a flat answer last week. That answer is in the three-month ratings published by all the national rating services.

"Candid Camera" is the hit of the season, with ratings hovering around the 35% mark for nearly every show. Another newcomer that has gone over the top is "The Andy Griffith Show." We mean no discredit to these shows—both are excellent entertainment.

What is significant is that "Candid Camera" is one of the first shows ever seen on TV and dates back to the earliest days of the industry. "The Andy Griffith Show" has not been on before, but it is a familiar kind of show in the pattern of "The Real McCoys."

Other top-rated shows were "Gunsmoke," "The Untouchables," "Ed Sullivan," "Danny Thomas" and so forth. Among the new ventures this year, "Family Classics" is to be cancelled, Jackie Gleason leaves the air in May, "Show of the Month" will not be renewed next year, and "Peter Loves Mary" and "My Sister Eileen" are considered to be the outstanding flops of the season.

It's painfully evident why producers are notoriously adverse to new shows. Only die-hards like ourselves can continue to hope for better and more varied shows. It's not impossible for a new show to be a hit; all of us remember when "The Untouchables" started.

In viewing the ratings, we have become convinced that the problem of new shows stems from an inability to distinguish what is new and good from what is merely new.

A bad show will not survive more than one or two viewings before it is rejected. But, neither will a good new show fail to prove itself, granted that it is given enough time. New ideas in television will be welcomed. They must be real ideas, though, and not the uninspired trivia that has marked this year's series.

**WELL WHADDYA KNOW**—TV's Gardner McKay is set for his movie debut in "The Right Approach"—let's hope this one is. . . . Desi Arnaz is planning a series based on Jack London stories. . . . Nick Adams is adamant about doing a movie during his three-month TV layoff. He's seen those profits rise for some of his fellow-oater-stars. . . . "National Velvet's" big sister, Carole Wells, is a chirper. She'll lend her soprano talents to the March 12 March of Dimes show. . . . Reed Morgan of "The Deputy" will shed his eye patch in the upcoming episode, "Cherchez La Femme." With a title like that, he'll need both eyes open. . . . Newest format out is on a show titled "Portofino." It's all about a young widow who operates a Mediterranean hotel—aided by three buddies of her late husband. How was that you said he died, fellows? . . . Richard Burton has finally been snagged for a series. He'll host a show based on the movie "Grand Deception." . . . John Ericson will star in 20th Century-Fox's new "13 Rue Biviera." . . . NBC plans a Feb. 28 hour-long special titled "JFK: Report No. 1." Ah, come on, guys, he's not really young enough for report cards. . . . "The Insiders," new David Janssen vehicle, has already roped a sponsor. . . . Next week Ralph Taeger and James Coburn strip off "Klondike" clothes to don bathing trunks for "Acapulco." Don't know about you, but we've caught cold just hearing about it. . . . "Aquanauts" changes its name to "Malibu Run" this week. Now all they'll need to change is the story, the stars and the production and they've got a hit. . . . Weird and wonderful department: CBS will re-run the first "Gunslinger" show on March 9. . . . KTLA's "Pat Buttram Show" comes up with some real witty wisecracks; it's worth viewing and then some.

# Arthritis Telethon on Today



RAY ANTHONY and His Bookends, Diane Hall (left) and Annita Ray, will appear on the "Stop Arthritis Telethon" Sunday, Feb. 19, 7 a.m. to 5 p.m., on Channel Eleven.

## Hope, Sullivan to Appear

The largest list of stars ever scheduled for a telethon will be on hand Sunday, February 19, at KTTV when the station screens its 10-hour "Stop Arthritis Telethon" from 7 a.m. to 5 p.m. on Channel Eleven.

George Putnam, Channel Eleven newscaster, and Johnny Grant, KMPC disc jockey, will be co-emcees for the gigantic, charitable, fund-raising event.

Scores of the biggest personalities in show business today have offered their time and services to help put the drive for funds over the top and help stamp out arthritis, the nation's number-one crippler.

Realizing that many of the stars who would want to appear currently are starring in Las Vegas, KTTV sent a crew to Las Vegas last weekend and pretaped the performances of these entertainers.

A special children's section of the telethon will feature all their favorites, too, including Yogi Berra, Huckleberry Hound and Quick Draw McGraw. And, as an added appeal to young viewers, they have been encouraged to tune in early because between 7 and 9 a.m., 10 lucky viewers will win a day's fun at Disneyland. They'll learn how when they tune in Channel Eleven.

Bob Heistand is producing the telethon for KTTV. Stars include:

Ed Sullivan, Bob Hope, George Shearing, The Hi-Los, Connie Stevens, Jeri Southern, Dodie Stevens, June Lockhart, George Nader, Ponce Ponce, Sheb Wooley, Leticia Roman, Barry Sullivan, Ricardo Montalban, John Vivyan, Jayne Mansfield, Stella Stevens, Hope Holiday, Danny Welton, Doodles Weaver, Lucille Norman, Don Lamond & the Three Stooges.

Vic Dana, Kenny Miller, Beatrice Kay, Della Reese, Julie London, Cameo Children's Playhouse, Walker Edmiston, Engineer Bill Stulla, Ginny Jackson, Kay Starr, Carol Heiss, Michael Callin, Tom Hatton, Efreem Zimballist Jr., Rocky Graziano, Walter Lantz, Barbara Hale.

Bill Williams, The Little Angels, John Saxon, Jeremy

Slate, Big Tiny Little & Josephine, Clint Eastwood, Robert Horton, Bob Newhart, Mickey Rooney, Joey Forman, Stubby Kaye, Art Linkletter, Coleen Gray, Tab Hunter, Walter Brennan, Jesse White, Don Collier, Bill Mims, The Kings Four, The Sportsmen, Mike Minor, Ronnie Brown Trio.

Ginny Tiu, David Janssen, Louis Nye, Dolores Hart, Connie Haines, Helen O'Connell, Dave Barry, The Surfers, Wally Boag, Woody Woodpecker, Lawrence Welk & his Orchestra, Annette Funicello, Tommy Kirk, Yogi Berra, Quick Draw McGraw, Huckleberry Hound.

Las Vegas Telethon Delegation: Bobby Darin, Roberta Lynn, Victor Borge, Johnny Ray, Jerry Colonna, Duke Ellington, Ray Anthony and his Bookends, Billy Gray, The Georgie Young Revue, Professor Backwards (Jimmy Edmiston), Frank Gorshin, Sarah Vaughan, Dakota Staton.

George Putnam, Don Lamond, Sheriff John, Bill Welsh, Mel Jass, Vince Williams, Alan Douglas, Duffield Hamilton Holmes, Jim Hawthorne, Jack LaLanne.

And such sports figures as: Les Richter, Bob Kelly, Jack Pardee, Tom Fears, Bill Jobko, Rocky Bridges, Jim McAnany, Johnny McKay, McKeever twins, Dallas Long, Parry O'Brien.

**ROADIUM**

Sunday - Monday  
Paul Newman in "FROM THE TERRACE" (Color)  
Also Shirley Jones in "BOBBINKINS"

Tuesday - Wednesday  
Lauren Bacall in "FLAME OVER INDIA" (Color)  
Also John Lupton in "BLOOD AND STEEL"

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## MASSEY AS LINCOLN

Raymond Massey, distinguished actor who has become perhaps the world's foremost portrayer of Abraham Lincoln, has been signed by producer Mildred Freed Alberg to star in a dramatization of events leading up to and including Lincoln's Gettysburg address—on "The Equitable's Heritage" Saturday, April 1 (NBC-TV Network, 9:30-10 p.m.).

## Stevenson to Take Part in Africa Show

Adlai E. Stevenson, the new U.S. Representative to the United Nations, will participate in "Africa: Five Minutes to Twelve," a special program examining basic problems of the African continent, on the NBC-TV Network Tuesday, Feb. 21 at 10 p.m.

The program will be sponsored by the Gulf Oil Corporation as another in the series of "NBC Special News Reports." It replaces "Cry Vengeance!" which will be presented Tuesday, April 25 (NBC-TV Network, 10-11 p.m.).

ST) under the sponsorship of the Purex Corporation.

NBC News will bring three of its foreign correspondents to New York to report on Africa. They are Irving R. Levine, who covered developments in the Congo last year; Edwin Newman, who has covered events in many of the newly independent African nations, and George Clay, who reports from the Union of South Africa for NBC News.

Lou Hazam and Chet Hagan, who will co-produce the program, described it as a "television primer." They said that it would focus on fundamental problems in the Congo, North Africa, the Union of South Africa, the 15 new African nations admitted to the UN, and such areas as Portuguese Angola and Ruanda-Urundi, which are undergoing revolutionary changes.

The program will feature Frank McGee as anchorman. The Western attitudes toward Africa will be examined by Joseph C. Harsch, NBC News' senior European correspondent and Frank Bourholtzer, NBC News' State Department correspondent.

Monday—Friday 7 p.m.



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